

- Promoting of Active Participation by Women -  
- Creating women-friendly work environments and restoring vitality to society-

Significance

Productive-age population continue to decline due to aging of the population and a falling birthrate

Increasing the workforce population

It is essential to secure talented human resources regardless of gender to survive competition among companies including overseas companies

Discovering and securing talented women

Goods related to daily life are highly demanded by women. However, few women hold significant decision-making positions in the companies and the organizations that provide such goods.

Development of new markets from the perspective of livelihood.

Issues

Women have less opportunities to demonstrate their full potentialities.  
(The proportion of women in executive and managerial positions is low.)

60 % of women quit their jobs at the time of their first childbirth.  
(Reason: difficulty in balancing work and family)



**Request to the Three Economic Associations by Prime Minister Abe (April 19, 2013)**



For all listed companies to proactively appoint women to executive and managerial positions, first of all to appoint one female as an executive officer toward a target of "approximately 30% ratio of women in leadership positions by 2020."

To create a workplace environment in which both men and women can, if they wish, easily take child-rearing leave or shortened working hours until their child turns three.

**Japan Revitalization Strategy –JAPAN is BACK –**

Cabinet approval on June 14, 2013

Governmental policies and measures

Granting incentives to companies that strive to support promotion of active participation by women

- [Expansion of supports and honoring for companies ]
- to strengthen support by utilizing a **subsidy system** and **tax measures** for companies .
- to proceed with initiatives through **public procurement** .
- to improve a system that **honors good practices** .

- [encouragement to increase appointment of women in executive and managerial positions ]
- to run campaigns to increase appointment of women in executive and managerial positions .
- to promote **disclosure of information on appointment of women** .
- to create a **database of female humanresources** .

Supporting active participation by women according to the life stages of women

- [ support for continued employment ]
- to create a system to subsidize companies that make efforts to **improve the skills of employees who are on child-rearing leave or return to work** .
- to develop and support **"plan for support of returning to work after child-rearing leave(provisional name)"**
- to consider extending/enhancing the Act on Advancement of Measures to Support Raising Next –Generation Children.

- [ support for reemployment]
- to provide **programs that enable women to "relearn" skills** at universities and other educational institutions .
- to support funding and management know-how **for women who start new businesses** .

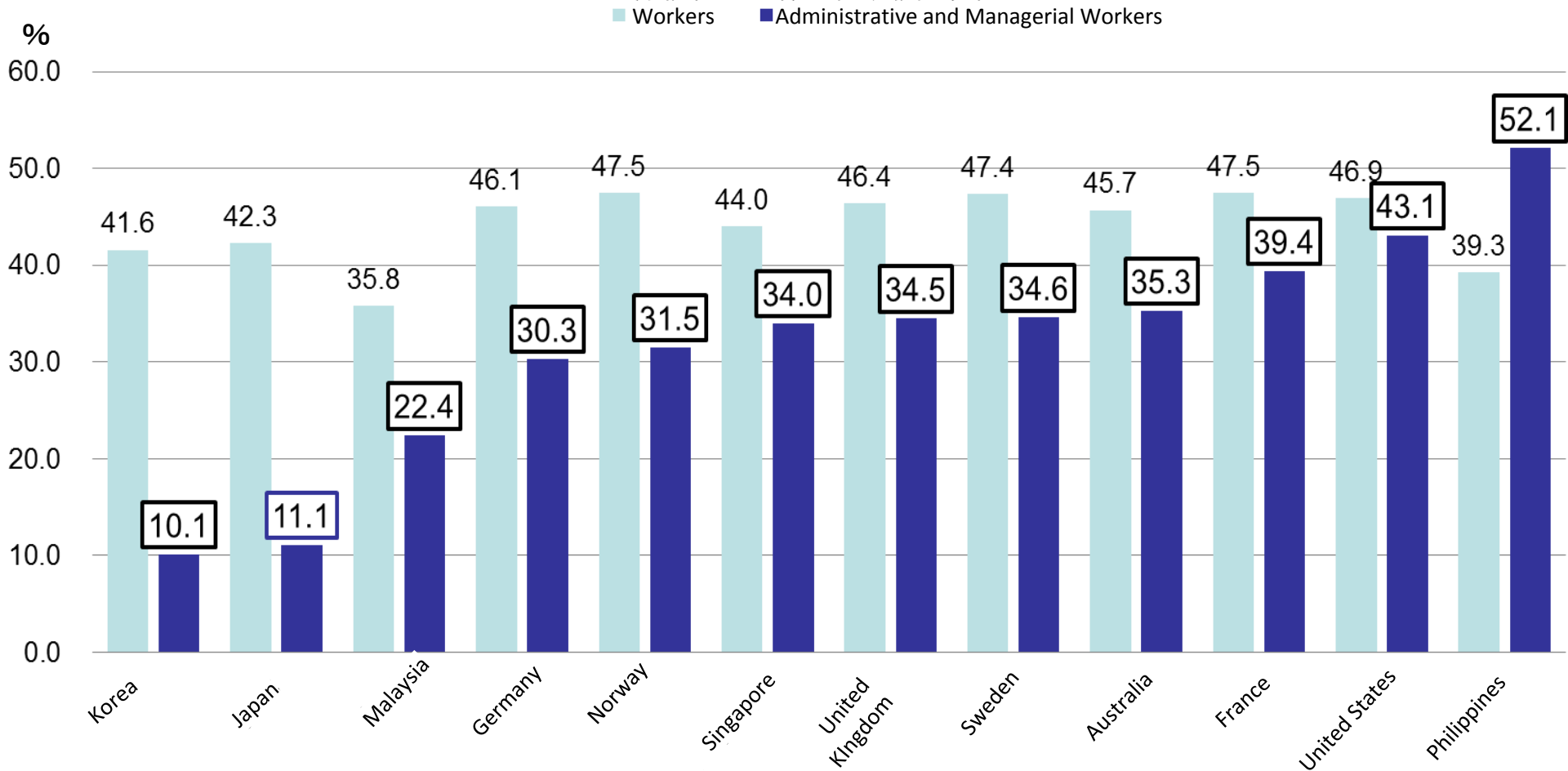
Creating an environment in which both men and women can strike a balance between work and child-rearing.

- [ creation of working environment, etc. ]
- to implement verification projects to establish new models to diffuse **telework**, that are not subject to constraints on place and time.
- to encourage **more men to actively take part in family chores and child-rearing** .

- [ creation of a social base ]
- to develop **"accelerating the zero childcare waiting list project"**

# [Reference 1] The Proportion of Female Workers and Female Administrative/ Managerial Workers (international comparison)

The proportion of female administrative and managerial workers is lower than that of female workers in comparison to other countries.

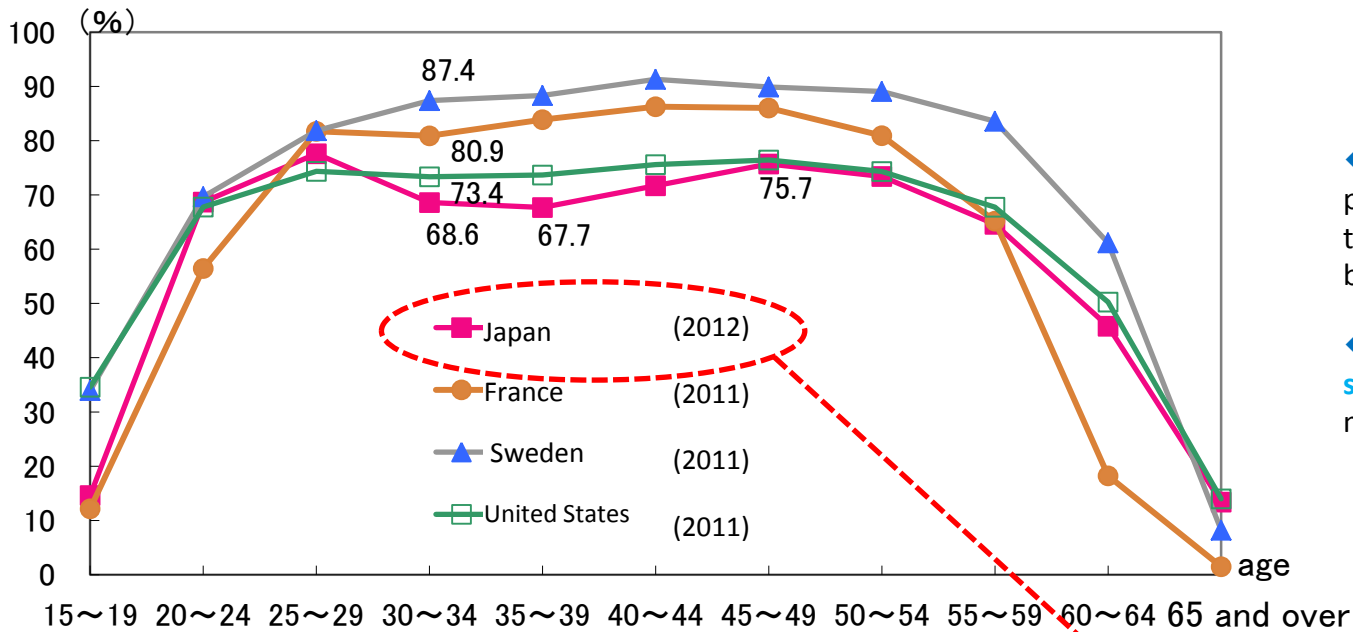


## Notes

1. Data created from "Labor Force Survey" (Basic Tabulation) ,2012, by the Ministry of Internal Affairs and Communication and "Datebook of International Labor Statistics, 2013, by the Japan Institute for Labor Policy and Training.
2. Data of Japan are as of 2012 ;data of other countries are as of 2011.
3. "Administrative and Managerial Workers" include company officers,company management staff, and management government officials among workers. Definition of administrative and managerial workers varies across countries.

# [Reference 2] Women's Labor Force Participation Rate by Age Group ( international comparison)

o In Japan, **60% of working women quit their jobs** at the time of their first childbirth. (The women's labor force participation rate in Western countries no longer shows an M-shaped curve.)



- ◆ Japan's current female labor participation rate by age group, shows the so-called **"M-shaped curve,"** that bottoms out in the 30s.
- ◆ That indicates that **many women still stop working** at the time of marriage, childbirth, and child-rearing.

o However, **women's potential labor force participation rate**, that add the women's labor force participation rate to the rate of women who wish to work, can be considered high. (Of approximately 3.46 million people, about 1.8 million are age 25 to 44.)

« Women and Men in Japan 2012 », provides data about status of women and men and measures on gender equality in Japan. It is available at the Following website.  
[http://www.gender.go.jp/english\\_contents/pr\\_act/pub/pamphlet/women-and-men12/index.html](http://www.gender.go.jp/english_contents/pr_act/pub/pamphlet/women-and-men12/index.html)

